

## 5 NEXT STEPS

This chapter summarizes possible next steps for the Pedestrian Districts Study. The suggestions are composed of marketing and educational efforts as well as using the study to inform policymakers at the local and regional level of the need for creating safe and comfortable pedestrian environments.

- ◆ Place the entire study on the MTC website. Send press releases to Bay Area cities and counties, transportation agencies and pedestrian advocates about the availability of the study. Emphasize that the study is a tool that offers the following:
  - Insight into those attributes that result in good pedestrian design and amenities for different pedestrian typologies
  - Help in assessing what is missing in downtown areas and TOD areas that limits their appeal to pedestrians
  - Assistance in planning and costing-out what it takes to create the desired pedestrian typology
- ◆ City and counties could apply the pedestrian district typologies contained in Chapter Two to neighborhoods as part of pedestrian master plan or other land use plan. The application of the typology can articulate the city's desire to create a pedestrian district of a suitable scale and density, and appropriate pedestrian improvements could be prioritized for those areas.
- ◆ The cost estimates contained in Appendix A and Chapter Four could further help jurisdictions prioritize pedestrian improvements in planning documents. The exercise would help cities/counties quantify a cost for creating a system of pedestrian districts in their jurisdictions.
- ◆ Provide the study, particularly the Cost Estimating Tool contained in Chapter Four, to MTC's Station Area Planning Grant and TLC Planning Grant recipients. The Study can help these cities and counties can redefine street networks and make them more responsive to pedestrian and bicycle needs. They can overlay a pedestrian district typology on an area and change the performance standards related to street design in those areas.

- ◆ Conduct “end-user” surveys to evaluate the effectiveness and appeal of real-life pedestrian districts, particularly those profiled in the case studies contained in Chapter Three of this report. Interviews with pedestrians traveling in the districts, as well as other users such as business owners and bicyclists, could be conducted for additional information about the most effective pedestrian facilities.
- ◆ Conduct training workshops and lectures about the findings of the study, particularly the findings in the case studies about the effectiveness of different pedestrian facilities. In addition, a one day training for local planning and public works staff about using the Cost Estimating Tool could be offered. Trainings could also be offered at meetings of professional organizations such as the East Bay Traffic Engineers to help educate local traffic engineers about roadway design that makes a neighborhood safe and accessible for pedestrians.
- ◆ Most broadly, the study should be used to help further the discussion about demonstrating a demand for pedestrian improvements throughout the region. The study serves as a basis for creating “walkability” criteria that further defines characteristics of pedestrian-friendliness and orientation. The study can be used to help policymakers understand the cost of creating safe and convenient pedestrian districts.